Salem Test Market
POS/PDI Needs

Item #	Description	SKU Pack	Total	Ship to Location 1229	1223	1210
POS			Quantities are listed in eaches			
514580	SALEM LG PRICING STARBURST (W/TAPE)	1	**100**			100
523001	SALEM SM PRICING STARBURST (W/TAPE)	1	**700**		500	200
522947	SAL LG PASTER (NO PRICING) - ORB UP	1	**200**			200
540533	SAL LG PASTER (LAUNCHING ORB)	1	**200**			200
540542	SAL LG PASTER (MNHTT SLIDE)	1	**200**			200
541514	SAL SMALL HORIZONTAL PASTER	1	**100**			100
540551	SAL 19" CANOPY CARD	1	**2,400**	2,000	250	150
541535	SAL LG PK MERCH CD(DUAL-SIDED)	1	**3,550**	3,000	250	300
541520	SAL SM DISPL CHANNEL STRIP	1	**7,200**	4,500	2,400	300
541505	SAL DISPLAY STRIP	1	**0**			
541511	SAL APD LG CARD	1	**1,340**	1,000	250	90
531845	SALEM APD SMALL CARD	1	**1,370**	1,000	250	120
531842	SALEM APD TRAY STRIP	1	**3,300**	2,000	1,000	300
	SALEM APD MEDIUM CARD	1	**1,110**	1,000		110
PDI						
540671	SALEM TEST MKT 2'X 4' BANNER	10	**630**	600		30
540674	SALEM TEST MKT DOOR/WIN DECAL	25	**50**			50
529355	SAL TEST MKT SMALL ORB DECAL	100	**6,100**	6,000		100
540680	SAL TEST MKT LG ORB DECAL (9" DIA)	25	**6,350**	6,000	250	100
527981	SALEM TEST MKT ROLL TAPE-1.5" X 50'	1	**75**			75
528005	SAL CHG MAT (LINTICULAR)	25	**3,050**	3,000		50

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Source: https://www.industrydocuments.ucsf.edu/docs/gfvy0000

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1998 N.E.S.A. Salem Shipments

2 pgs.

	Jan.		Feb.		March		April		May		June	
	97	98	97	98	97	98	97	98	97	98	97	98
Ment. 85 S.P.	6603	5240	6543	5696	0	0	0	0	0	0	0	0
F.F. Ment. Box 85	0	420	0	48	0	0	0	0	0	0	0	0
Gold Ment. Box 83	48	31	41	22	0	0	0	0	0	0	0	0
Ment. 100	3941	3027	3894	3455	0	0	0	0	0	0	0	0
F.F. Ment. Box 100	0	26	0	23	0	0	0	0	0	0	0	0
Pref. Ment. 100	10	6	6	3	0	0	0	0	0	0	0	0
Lts. Ment. 85	7157	5785	7043	6399	0	0	0	0	0	0	0	0
Lts. Ment. 85 Box	0	427	0	67	0	0	0	0	0	0	0	0
Lts. Ment. 100	4479	3602	4442	3928	0	0	0	0	0	0	0	0
Pref. Lts. Ment. 100	26	21	28	22	0	0	0	0	0	0	0	0
Lts. Ment. 100 Box	439	431	459	432	0	0	0	0	0	0	0	0
Slim Lt. Ment. 100 Box	3479	3006	3402	3354	0	0	0	0	0	0	0	0
Ultra Lts. K.S.	2362	2006	2376	2317	0	0	0	0	0	0	0	0
Ultra Lts. 100	2812	2261	2737	2701	0	0	0	0	0	0	0	0
Total Salem Pref.	**36**	**27**	**34**	**25**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Total Salem Base	**31319**	**26261**	**30936**	**28438**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Total Salem	**31355**	**26287**	**30970**	**28463**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

	July		Aug.		Sept.		Oct.		Nov.		Dec.	
	97	98	97	98	97	98	97	98	97	98	97	98
Ment. 85 S.P.	0	0	0	0	0	0	0	0	0	0	0	0
F.F. Ment. Box 85	0	0	0	0	0	0	0	0	0	0	0	0
Gold Ment. Box 83	0	0	0	0	0	0	0	0	0	0	0	0
Ment. 100	0	0	0	0	0	0	0	0	0	0	0	0
F.F. Ment. Box 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref. Ment. 100	0	0	0	0	0	0	0	0	0	0	0	0
Lts. Ment. 85	0	0	0	0	0	0	0	0	0	0	0	0
Lts. Ment. 85 Box	0	0	0	0	0	0	0	0	0	0	0	0
Lts. Ment. 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref. Lts. Ment. 100	0	0	0	0	0	0	0	0	0	0	0	0
Lts. Ment. 100 Box	0	0	0	0	0	0	0	0	0	0	0	0
Slim Lt. Ment. 100 Box	0	0	0	0	0	0	0	0	0	0	0	0
Ultra Lts. K.S.	0	0	0	0	0	0	0	0	0	0	0	0
Ultra Lts. 100	0	0	0	0	0	0	0	0	0	0	0	0
Total Salem Pref.	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Total Salem Base	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Total Salem	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Source: https://www.industrydocuments.ucsf.edu/docs/gfvy0000

1998 N.E.S.A. Salem Shipments

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	N.E.S.A. YTD				National YTD			
	97	98	Case +/-	% Change	97	98	Case +/-	% Change
Ment. 85 S.P.	13146	10936	-2210	-16.8%	46120	39864	-6256	-13.6%
F.F. Ment. Box 85	0	468	468	N/A	0	474	474	N/A
Gold Ment. Box 83	89	53	-36	-40.4%	135	86	-49	-36.3%
Ment. 100	7835	6482	-1353	-17.3%	28277	24646	-3631	-12.8%
F.F. Ment. Box 100	0	49	49	N/A	0	49	49	N/A
Pref. Ment. 100	16	9	-7	-43.8%	93	73	-20	-21.5%
Lts. Ment. 85	14200	12184	-2016	-14.2%	43352	37878	-5474	-12.6%
Lts. Ment. 85 Box	0	494	494	N/A	0	495	495	N/A
Lts. Ment. 100	8921	7530	-1391	-15.6%	29433	25708	-3725	-12.7%
Pref. Lts. Ment. 100	54	43	-11	-20.4%	309	253	-56	-18.1%
Lts. Ment. 100 Box	898	863	-35	-3.9%	1944	1754	-190	-9.8%
Slim Lt. Ment. 100 Box	6881	6360	-521	-7.6%	20528	19602	-926	-4.5%
Ultra Lts. K.S.	4738	4323	-415	-8.8%	13602	12556	-1046	-7.7%
Ultra Lts. 100	5549	4962	-587	-10.6%	19245	17535	-1710	-8.9%
Total Salem Pref.	**70**	**52**	**-18**	**-25.7%**	**402**	**325**	**-77**	**-19.2%**
Total Salem Base	**62255**	**54699**	**-7556**	**-12.1%**	**202634**	**180646**	**-21988**	**-10.9%**
Total Salem	**62325**	**54750**	**-7575**	**-12.2%**	**203036**	**180971**	**-22065**	**-10.9%**

	N.Y. Metro Region YTD				N.E.S.A. YTD			
	97	98	Case +/-	% Change	97	98	Case +/-	% Change
Ment. 85 S.P.	1636	1148	-488	-29.8%	13146	10936	-2210	-16.8%
F.F. Ment. Box 85	0	448	448	N/A	0	468	468	N/A
Gold Ment. Box 83	18	6	-12	-66.7%	89	53	-36	-40.4%
Ment. 100	886	672	-214	-24.2%	7835	6482	-1353	-17.3%
F.F. Ment. Box 100	0	38	38	N/A	0	49	49	N/A
Pref. Ment. 100	12	5	-7	-58.3%	16	9	-7	-43.8%
Lts. Ment. 85	1730	1280	-450	-26.0%	14200	12184	-2016	-14.2%
Lts. Ment. 85 Box	0	474	474	N/A	0	494	494	N/A
Lts. Ment. 100	1003	778	-225	-22.4%	8921	7530	-1391	-15.6%
Pref. Lts. Ment. 100	36	27	-9	-25.0%	54	43	-11	-20.4%
Lts. Ment. 100 Box	28	91	63	225.0%	898	863	-35	-3.9%
Slim Lt. Ment. 100 Box	485	397	-88	-18.1%	6881	6360	-521	-7.6%
Ultra Lts. K.S.	483	397	-86	-17.8%	4738	4323	-415	-8.8%
Ultra Lts. 100	442	349	-93	-21.0%	5549	4962	-587	-10.6%
Total Salem Pref.	**48**	**31**	**-17**	**-35.4%**	**70**	**52**	**-18**	**-25.7%**
Total Salem Base	**6711**	**6076**	**-635**	**-9.5%**	**62255**	**54699**	**-7556**	**-12.1%**
Total Salem	**6758**	**6107**	**-651**	**-9.6%**	**62325**	**54750**	**-7575**	**-12.2%**

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